

DRAFT LETTER EXPLAINING TO BUSINESSES/ORGANIZATIONS CAMPAIGN INTENT:

Date _____

Dear _____,

Colorectal cancer is the only common form of cancer that occurs more frequently in Nebraska than in the rest of the United States. While there is evidence that screening for colorectal cancer can significantly reduce mortality, only about 1/3 of adults over 50 in Nebraska report having received screening in the last five years.

While Nebraska wants to always been in the top ten nationally for sport, we don't want to be anywhere near that for cancer. Did you know that Nebraska is 8th out of 50 states for colon cancer incidence and 17th in the nation for colon cancer deaths? When it comes to colon cancer, you should play the percentages. If colon cancer is detected early, it is 90% curable. That's a great percentage to play by.

Join us by assisting us in raising awareness on this important health topic. Nebraskans are dying of colon cancer and they don't have to be. Screening resources are available through the Nebraska Colon Cancer Screening Program (NCP). Any Nebraskan, over the age of 50, is **eligible to enroll** into the NCP, when their income falls within program guidelines. For example, a family of four can make up to \$49,613 a year and be eligible for services. Based on personal and family health history, program staff will determine which test is best for screening, following program guidelines. Currently, a fecal occult blood test (FOBT) kit, which is an at home testing kit, or a colonoscopy is used for screening procedures.

By participating in this important Colon Cancer Awareness Campaign, you can raise awareness about colon cancer in your community and encourage people to get screened for this preventable disease! You could save a life!

Learn more about how you can participate by contacting us/me at _____. **Early detection through screening may save the lives of those in your communities.**

Sincerely,

Colon Cancer Screening
_____ Coalition